What is claimed is:

1. In a pearlescent paint composition comprising a film-former and a solids material comprising a pearlizing effective amount of a pearlizing compound, a hiding material and a pigment, the improvement wherein said hiding material is selected from the group consisting of metals selected from the group consisting of particulate aluminum, zinc, copper, nickel, stainless steel and alloys thereof, and compounds selected from aluminum oxide, aluminum silicate, hydrated magnesium aluminum silicate, silica, mica aluminum silicate, magnesium oxide, calcium carbonate, calcium sulphate, calcium metasilicate, anhydrous sodium potassium aluminum silicate, sodium aluminum silicate, alumina trihydrate and barium sulphate in, respective, effective whitening and hiding amounts.

2. A composition as defined in claim 1 wherein said white pigment is selected from the group consisting of titanium dioxide, zirconium oxide, zinc sulfide, antimony oxide, zinc oxide, white lead carbonate, white lead sulfate, lithopone, barium sulfate, calcium sulfate, calcium carbonate, magnesium silicate, aluminum silicate and silica.

3. A composition as defined in claim 2 wherein said white pigment is titanium dioxide.

4. A composition as defined in claim 1 wherein said pearlizing compound is selected from the group consisting of a natural or synthetic, coated or uncoated mica or white mica compound, and a natural organic pearlescent material.

5. A composition as defined in claim 4 wherein said pearlizing compound is a mica.

6. A composition as defined in claim 1 wherein said hiding material is particulate metallic aluminum.

7. A composition as defined in claim 6 wherein said particulate metallic Al is coated with SiO_2.

8. A composition as defined in claim 1 wherein said solids material comprises at least 90% w/w mica, and 4-7% w/w TiO_2; and 0.2-3.0% w/w particulate metallic Al.

9. A composition as defined in claim 8 comprising 94.0± 1% w/w mica, 5.0± 1% w/w TiO_2 and 0.5± 0.3% w/w Al.

10. A composition as defined in claim 1 wherein said film-former is selected from the resin group consisting of an acrylic, urethane, polyester and melamine/formaldehyde.

11. A composition as defined in claim 1 in a formulation base selected from the group consisting of an aqueous, solvent and lacquer base.

12. A paint composition as defined in claim 10 or claim 11 comprising about 7-8% acrylic, about 1% urethane, about 6% polyester and about 5% melamine formaldehyde resins on a w/w basis.

13. A process for producing a pearlescent white finish on a substrate which process comprises applying an improved pearlescent white paint composition comprising a film-former and a solids material comprising a pearlizing effective amount of a pearlizing compound, a hiding material and a pigment, the improvement wherein said hiding material is selected from the group consisting of metals selected from the group consisting of particulate aluminum, zinc, copper, nickel, stainless steel and alloys thereof, and compounds selected from aluminum oxide, aluminum silicate, hydrated magnesium aluminum silicate, silica, mica aluminum silicate, magnesium oxide, calcium carbonate, calcium sulphate, calcium metasilicate, anhydrous sodium potassium aluminum silicate, sodium aluminum silicate, alumina trihydrate and barium sulphate in, respective, effective whitening and hiding amounts to said substrate; and curing said composition on said substrate to provide a cured said finish.

14. A process as defined in claim 13 further comprising applying a clear coat to said cured finish and curing said clear coat.

15. A process as defined in claim 13 wherein said substrate is a vehicle body.

16. A substrate coated with a cured pearlescent white finish when made by the process as defined in claim 14.

17. A coated substrate as defined in claim 16 wherein said substrate is a vehicle body.